BLU
BOLD LIKE US
LIFE ONE X
THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

BLU
BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

DUAL SIM
1 2

JELLY BEAN 4.2

BLU
BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

DUAL SIM
1 2

JELLY BEAN 4.2

BLU
BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

DUAL SIM CARD

DUAL SIM 1 2

A DUAL SIM phone gives you several advantages that you cannot let pass by.

By having two SIM slots in your mobile device, you do not have to worry about:

- Exchange SIM cards from one phone to another
- Carry two phones in your pocket
- Remember to charge two devices

Also, you could take advantage of different voice/data plans for better rates, better coverage, and seperate bills. You can seperate personal from business calls and the international traveler, could evade roaming charges by having one domestic carrier SIM and one international carrier SIM.

BLU
BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

DUAL SIM 1 2

KEY SELLING POINTS

• With **stylish** design, premium build quality and **aluminum construction**, LIFE ONE X will give you a long lasting smartphone experience.

• Super fast **1.5Ghz Quad Core** processor, **2GB of RAM** and **16GB or 32GB of internal memory**, to get everything done smoothly and swiftly.

• LIFE ONE X comes with impressive **5.0" Full High Definition display** with **1080x1920 pixels** that yields the highest resolution of **~440ppi.**

• It's astonishing **13 Mega Pixel HD** camera will let you capture and relive all your moments. Its **frontal 5MP** camera will allow you to connect with loved ones or capture yourself with incredible backdrops.

• **Gesture controls** that will let you use your phone with ease and convenience.

BLU
BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

THE ULTIMATE SMARTPHONE

EXPERIENCE

4G HSPA+ up to 42 Mbps

LIFE ONE X users will be delighted with the latest smartphone experience. Powered with the latest **Android v4.2 Jelly Bean**, amazingly fast **1.5 GHz Quad Core processor**, and **PowerVR 544 GPU**, you get faster browsing, gaming, imaging, streaming, picture taking experience and more.

You get top notch performance delivery with optimum power consumption.

DUAL SIM
1 2

BLU

BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

STUNNING VIEWING EXPERIENCE

LIFE ONE X brings a generous **5.0" Full High Definition** at 1080x1920 pixels of resolution, that lets you enjoy all the moments of your life, the way you always wanted.

BLU LIFE ONE X display comes with IPS – **BLU Infinite View Display technology** that lets you enjoy the images on the screen, from any viewing angle without missing color intensity and clarity.

Images will come to life with spectacular clarity and rich natural colors.

DUAL SIM

1 2

BLU
BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

OUTSTANDING CAMERA EXPERIENCE

With an amazing **13MP HD** camera, LIFE ONE X will let you immortalize all your important moments in a digital format, capture videos in High Definition resolution, and stay connected with family and friends via video call, thanks to its **5MP frontal** camera.

In addition to features like face detection, continuous shooting (50 shots in 10 seconds), panorama mode, smile detection, best shot feature, HDR, and continuous autofocus, LIFE ONE X comes with LED flash and **BLU Bright+ Technology**, that allows you to take excellent pictures even in low light conditions, providing an unmatchable picture taking experience.

DUAL SIM
1 2

BLU

BOLD LIKE US

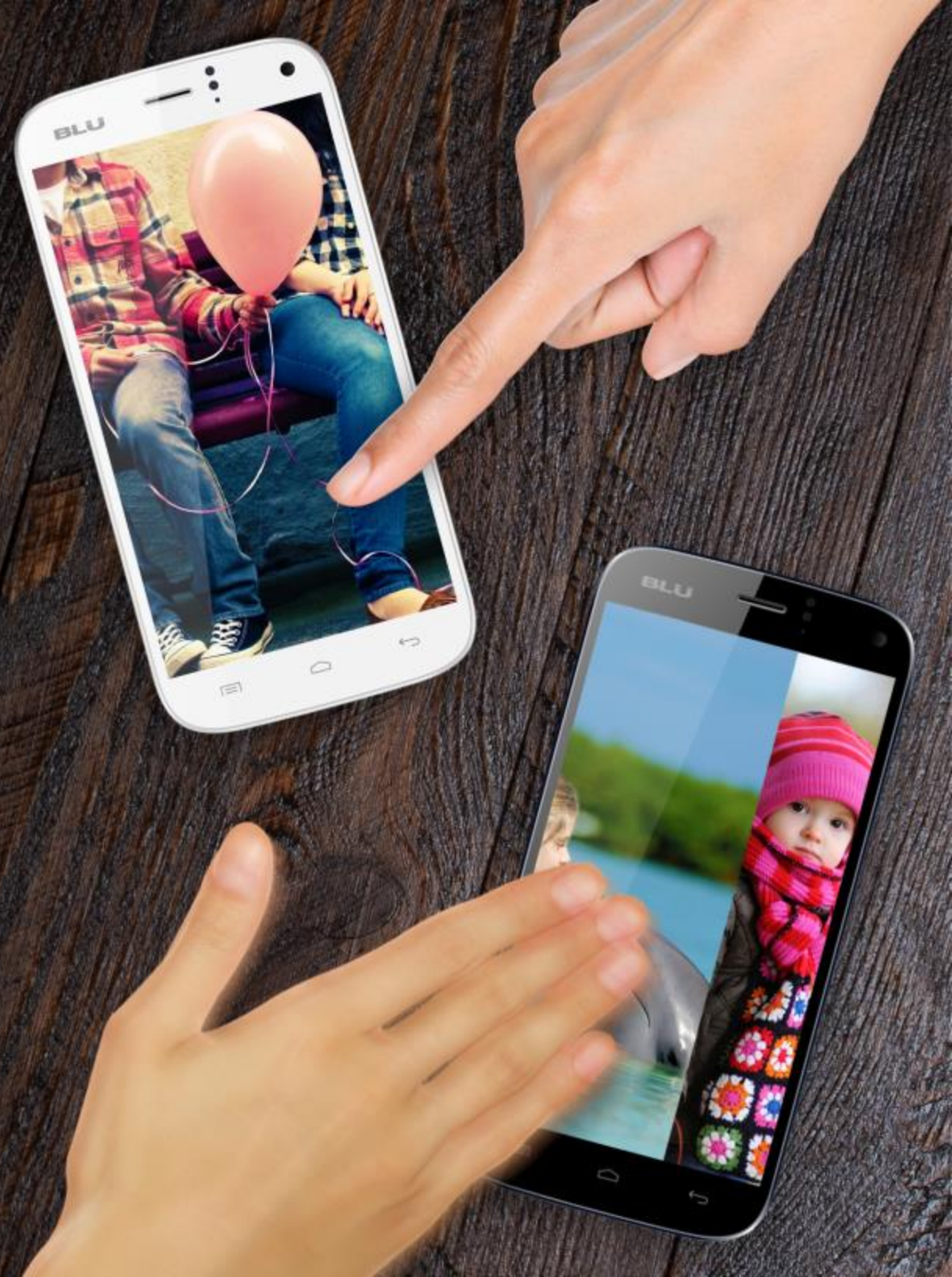
LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

INTUITIVE USER INTERFACE

Gesture Controls will make your life easier:

- Unlocks the phone by sweeping a hand over the screen.(On slide screen).
- Answers the phone automatically when you bring it up to your ear.
- Call by simply rising the phone to your ear when contact details are in the screen.
- Flip the phone to silent the ringtone when incoming call.
- Snap a picture by swiping your hand over the screen.



DUAL SIM

1 2

BLU
BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

DUAL SIM 1 2

COMPARISON

Product Name	LIFE ONE X	Galaxy S4 I9505
Brand	BLU	Samsung
Family	Life	Galaxy
Dimensions | Weight	143.5 x 71.6 x 8.6 / 133g	136.6 x 69.8 x 7.9 mm | 130 g
Operating System	Android v4.2 Jelly Bean	Android v4.2 Jelly Bean
3G Band	850 / 1900 / 2100	850 / 900 / 1900 / 2100
Data	HSPA + 42 Mbps	HSPA+ 42 Mbps
Processor	Quad-core 1.5 GHz	Quad-core 1.9 GHz
GPU	PowerVR Series 554	Adreno 320
Internal Memory	✓ 16GB or 32GB, 2GB RAM	16GB, 2GB RAM
External Memory Slot	N/A	MicroSD up to 64GB
Display Type	IPS - BLU Infinite View Technology	Super Amoled
Display Size	5.0" ~440 ppi	5.0" ~440 ppi
Display Resolution	1080x1920 pixels	1080x1920 pixels
Camera	13MP with Bright+	13 MP BSI
Front Camera	✓ 5 MP	2 MP
Video Capture	1080p	1080p
Battery	2000 mAh	✓ 2600 mAh

BLU
BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

DUAL SIM
1 2

DATA

TECHNOLOGY
Android v4.2 Jelly Bean
4G 850/1900 or 850/2100
HSPA+ 42 Mbps

PROCESSOR
1.5 GHz Quad Core processor
with PowerVR 544 GPU

MEMORY
Internal 16GB or 32GB, 2GB RAM

DISPLAY
BLU's Infinite View Technologies
5.0" FHD 1080X1920 ~440ppi

CAMERA
BLU Bright+ Technology
13MP 4163 x 3122 pixels
5MP Frontal | LED Flash
HD 1080p Video @30fps

CONNECTIVITY
Bluetooth 4.0
WiFi, Hotspot
MicroUSB v2.0

UPC: LIFE ONE X

L132L Black	848958008750
L132L White	848958008767
L133L Black	848958008774
L133L White	848958008781

BLU
BOLD LIKE US

LIFE ONE X

THERE'S JUST ONE LIFE FOR EACH OF US - OUR OWN.

DUAL SIM 1 2

PACKAGE CONTENTS

Silicon Case

USB Cable

Charger

Earphones

Accessories may not be available or may vary, from those depicted in the illustrations, depending on your geographic location.